The Effect of Social Media, Word of Mouth on the Destination Image and Its Impact on the Visit Decision to Tourism Destinations in City of Padang

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ABSTRACT

The purpose of this study is to find out the influence of social media on the destination image and impact on the visit decision, the influence of word og mouth on the destination image and the impact on the decision to visit, the influence of the destination image on the decision to visit a tourist destination in the city of Padang. The form of this research is quantitative research. The population of this research is people who have never visited tourist destinations in Padang but know about tourist destinations in Padang. This study uses a purposive sampling technique with a total of 150 respondents. Data collection using a questionnaire with a Likert scale. The analysis technique used is SEM and uses SmartPLS analysis. This research found that The analysis showed that social media has a positive and significant effect on the destination's image. word of mouth has no significant effect on destination image. social media has no on significant effect on visiting decisions. Word of mouth has no significant on visiting decisions. Destination image has a significant effect on visiting decisions.

Keywords: Social Media, WOM, Destination Image and Visiting Decision

1. INTRODUCTION

According to law No. 10/2009 Article 1 point 3concerning tourism. Tourism is a variety of tourism activity and is supported by various facilities and service provided by the community, business people, goverment and local goverment. The development of social media in Indonesia has increased rapidly since the support of infrastructure in terms of devices, internet networks, and technology. So that social media becomes online communication media that are designed to facilitate social interaction in which it allows users to share information. One of Indonesia's favorite destinations that are often visited by tourists is a tourist destination in the city of Padang.

The city of Padang has many attractions offered with various advantages. Tourists are interested in visiting this destination in several ways. It can be seen that the number of Foreign and Domestic tourists in Padang City 2011-2018 continues to increase, in 2011 the number (total) 2 299 945 increased in 2018 with the number (total) 5 147 653 ... Many factors can influence behavior tourists in deciding on a tour, one of which is social media and word of mouth. The influence of social media is different. One of them is because of Instagram, Facebook, Twitter, and so on. Along with the times, the community has become an active internet user. Marketing through social media or word of mouth is also related to destination image. Destination images are individual perceptions of destination characteristics that will be influenced by promotional information, mass media and many other factors.

Based on the background description of the problem above, the writer is interested in raising this issue to be researched, entitled The Effect of Social Media, WOM on the Image of the Destination and its impact on the Decision to Visit Tourism Destinations in the City of Padang.

2. LITERATURE REVIEW

2.1. *Visiting decision*

Reisinger (2009: 297) explains that tourism behavior studies and explains how tourism makes the decision to use its resources and consume products and services related to tourism. The visiting decision indicators according to Shim (2012) & Huang Chen (2006) in Sujin Song, Myongjee Yoo, (2016), namely: 1) The desire to visit, 2) The intention to visit, 3) The decision to visit.

2.2. *Social media*

Kaplan & Haenlein, (2010: 53), social media as an internet-based application group that builds on the ideology and technology of web 2.0 and allows the creation and axchange user-generated content. five indicators seen from the benefits of social media according to Kang's (2011) and Wang and Fesenmaier's (2004) in Sujin Song, Myongjee Yoo, (2016), namely: 1) fungtional (comfort, effeciency, information, sharing experiences), 2) monetary (coupon free, discounted prices, special offers), 3) Hedonist (entertainment, enjyment, entertainment, pleasure), 4) psycological (affiliation, sense of belonging, relationships), 5) social (social in enhancement, identification, involvement trust).

2.3. *Word of Mouth*

According to Kotler & Keller (2009: 512) Word of Mouth is a marketing activity through a person's intermediary to someone either verbally, in writing, or electronic communication tools related of the experience of purchasing service or experience using products or services. Word of mouth indicators according to Shannon and Weaver (1949) in Mohammad Reza Jalilvand, Ali Heidary (2016), namely: 1) Source-recipient relations, 2) Various channels, 3) Request for information, 4) Message retention, 5) Motivation to reveal information.

2.4. *Destination Imagery*

Kotler (2005: 24) that destination images are beliefs and impressions held by someone about a place. Then explained also by Tasci and Kozak (2006: 304), destination images are individual perceptions of destination characteristics that can be influenced by promotional information, mass media and many other factors. There are three indicators of destination imagery according to Hailin Qu et.al., (2011: 470) in Mohammad Reza Jalilvand, Ali Heidary (2016), as follows: 1) Cognitive destination image (cognitive destination image), consisting of the quality of experience gained by tourists, tourist attractions in one destination, environment and infrastructure in the environment, entertainment and cultural traditions of the destination. 2) Unique image (unique destination image), consisting of the natural environment, attract a destination and local attractions in the destination. 3) Affective destination image, consisting of pleasant, arousing, relaxed and attractive feelings when in a destination.
a. The relationship of social media to visit decisions

Sujin Song (2016) overral, this study showsthat social media plays an important role in the pre-purchase stage of the service process that support customer purchasing decision. The result show that the benefits of social media have a positive relationship with customer purchasing decision, but not all items are important to the same degree. Kim (2013) also points out that the funcional benefits a website, such as the design in-deepth information, quick and easy access and fastresponses, are the most influential factors that influence customer purchasing

deccisions. Kim et al., (2004a-2004b). the refor relationship marketing throught social media buy incorporating psycological or social benefits may be more effective for long-term strategies.

b. The relationship of social media, to the destination image (Destination Image)

Echtner and Ritchie in Matos, Mendes, and Valle (2012: 106) which states that selective information exposure will construct mental (cognitive and affective) tourists so that they form a destination image. More specifically in the current digital era, information about travel destinations that are accidentally spread from various sources of information such as those closest to them, magazines, celebrities (travel Instagrammers or bloggers), television, and the internet will ultimately affect the image of destinations seen by tourists potential (Gartner, 1989 in Lopes, 2011: 309). Ahmed (1991) in Raslinda Mohd and Liping Chai (2014), claims that the induced image can be changed through promotional efforts and strategic positioning, its role in image formation is now becoming more out of control,

c. Relationship of Destination Imagery to Visiting Decisions

Beerli and Martins (2004); Bonn (2015) in Martins (2015: 4) that if the minds of tourists have been constructed by the image of an existing destination, then tourists will decide to visit tourist attractions. Albarq (2014: 14) states that the theory of interest in visiting by tourists is analogous to buying interest.

d. Effect of Social Media on Visiting Decisions with Destination Imagery

Widyatama (2009: 15) which states that information exposure can encourage symbolic awareness, then this awareness raises consumptive awareness and consumptive awareness leads consumers to actual awareness (behavior). Grace (2015: 216) regarding the effects of mass media messages in media exposure in stages, namely cognitive

effects, affective effects, and behavioral effects.

e. The relationship of word of mouth to visiting decisions

Kotler & Keller (2009: 185) which states that after the information search stage, the next stage is an alternative evaluation at this stage the consumer will determine whether to make a purchase decision or not. The results of this study are in line with research conducted by Wijaya & Eristia (2014), which shows that Electronic WOM has no significant effect on purchasing decisions.

f. The relationship of word of mouth to the image destinsasi

Jalilvand (2012) which shows Electronic WOM has an influence on brand image. The result of this study also reinforce research conducted by Semuel and Lianto (2014) Torlak et al., (2014), and Majid (2014), which stated that there was a significant positive relationship between Electronic Word of Mouth and Brand Image. Based on these results it can be concluded that the Electonic Word of Mouth variable consisting of platform assistance, concern for other, helping the company expressing positive emotion, venting negative feelings, social benefits, and advice seeking are effective ways of shaping and embedding an image of a destination products and associations in the minds of consumers by directly involving consumers to participate in discussions about the product brand or the association.

g. Relationship between destination image and visiting decision

Anholt (2011) who explained that to build an increase in the country's image (especially in the tourism sector), the country must concentrate more on product development and marketing rather than pursuing branding targets. Utkal Khandelwal, Naval Bajpai, Jai Prakash Sharman (2013) which shows that buying intention is undoubtedly a prerequisite for consumer attitudes towards consumer decisions

regarding purchasing decisions. Jalilvand and Samiei (2012b, c) report that tourist attitudes toward Islamic destinations are the main determinants in making decisions to travel to these destinations.

h. Relationship of electronic WOM with Destination Imagery, and Visiting decisions

Majid (2014), proves that Electronic Word of Mouth has an influence on Brand Image. Another study from Jalilvand (2012), also produced the same opinion that Electronic Word of Mouth has an influence on Brand Image. Musay (2013) explains that Brand Image has a significant influence on Purchasing Decisions. Placement of the brand image in the minds of customers must be done continuously so that the brand image created remains strong and can be received positively.

2.5. Conceptual framework

There are four variables in this study, namely social media, word of mouth as an exogenous variable, a variable that is considered to have an influence on other variables, but is not influenced by other variables, in addition, the decision to visit as an endogenous variable is a variable that is influenced by other variables. Destination image, is an intervening variable, a variable located between exogenous and endogenous variables and the relationship of these variables is influenced by intervening variables.

2.6. Hypothesis

Base on the problem formulation, research objectives, theoretical basis and conceptual framework above, the hypotheses in this study are as follows:

1. Social media positive and significant effect on the destination image.
2. WOM positive and significant effect on the destination image.
3. Social media a positive and significant effect on visiting decisions.
4. WOM a positive and significant effect on visiting decisions.
5. Destination goalshave a positive and significant impact on visiting decisions.
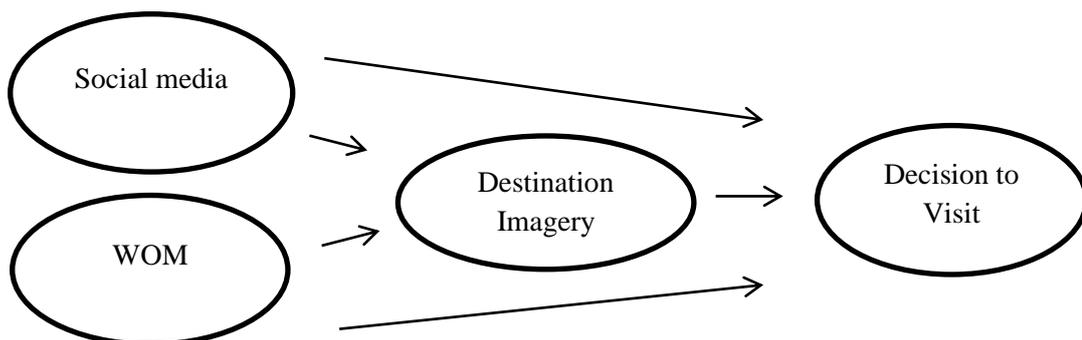

Figure 1. Conceptual Framework

3. METHOD

This study discusses in the scope of analyzing the influence of four variables that influence the image of a destination and its impact on visiting decisions, namely social media, and WOM. The method used in this research is descriptive and causative methods.

This research was carried out outside the tourist destinations of Padang City. The

population in this study are tourists who have never visited a tourist destination in the city of Padang but know about tourist destinations in the city of Padang. According to Hair (2019: 133) the number of variables studied has a ratio of 10: 1 to the total research indicators. The formula for determining the number of samples is the number of indicators multiplied by 10. The number of indicators in this study is 15 indicators number of samples is 15 x 10 = 150 samples. In this study all of the pollulations were used as a sample of 150 samples using a purposive sampling method. The criteria used to take samples in this study are:

1. Respondents who have never visited tourist destinations in the city of Padang, but know about tourist destinations in the city of Padang.
2. Has social media (Instagram, Facebook, Twitter, etc.).
3. Be at least 17 years old.

Types and sources of data used are qualitative and quantitative data, as well as primary data sources. To get the data needed in this study, the researchers collected data by giving or distributing a list of questions about the decision to respondent in the hope that respondents gave responses to questionnaires and documentation.

3.1. Research design

A. Descriptive Analysis

This analysis is intended to describe the characteristics of each study variable, the way of presenting the data into a frequency distribution table calculating the concentration and dispersion values and interpreting them.

B. Data Analysis with Partial Least Square (PLS)

Data analysis was performed using the Partial Least Square (PLS) method. PLS is a method of analysis that is not based on many assumptions. For example, the data must be normally distributed, not necessarily large because in this study the sample was limited

to 95 respondents. SEM PLS modeling there are two models namely the outer model and the inner model.

1. Measurement model (outer model)

The measurement model is used to test the construct validity and instrument reliability.

a. Convergent validity

Convergent validity of measurement models with reflective indicators can be seen from the correlation between the scoreitem / indicator with the construct score. Individual indicators are considered reliable if they have a correlation value above 0.70 however at the scale development research stage, loading 0.50 to 0.60 is still acceptable,(ghozali,2014). Furthermore, another test is to assess the calidity of the construct withthe value of AVE,a good model is required if the average variance Extraced (AVE) counter is greater than 0.50 (Ghozali,2014). *Discriminant Validity*

b. *Discriminant Validity* from the measurement model with reflexive indicators assessed based on cross loading measurements with constructs. If the correlations of constructs with measurement items is greater than the size of other constructs, then it shows that the latent constructs predicts the size of ther blocks,(Ghozali, 2014).

c. Reliability Construct (Reliability Construct)

To measure construct reliability can be done with two criteria, namely composite reliability and crobanch alpha of the block of indicators that measure the construct. The construct is declaredreliable if the composite reliability and cronbanch alpha value are above 0.70 (Ghozali, 2014)

2. Structural Model (Inner Model)

Inner model used to test hypotheses. Before the hypothesis is tested it must be seen and determined the test model (goodness of fit) of the research. The

structural model (Inner Model) is evaluated using R-Square for the dependent construct, and the T Test and the Significance of the structural path parameter coefficients.
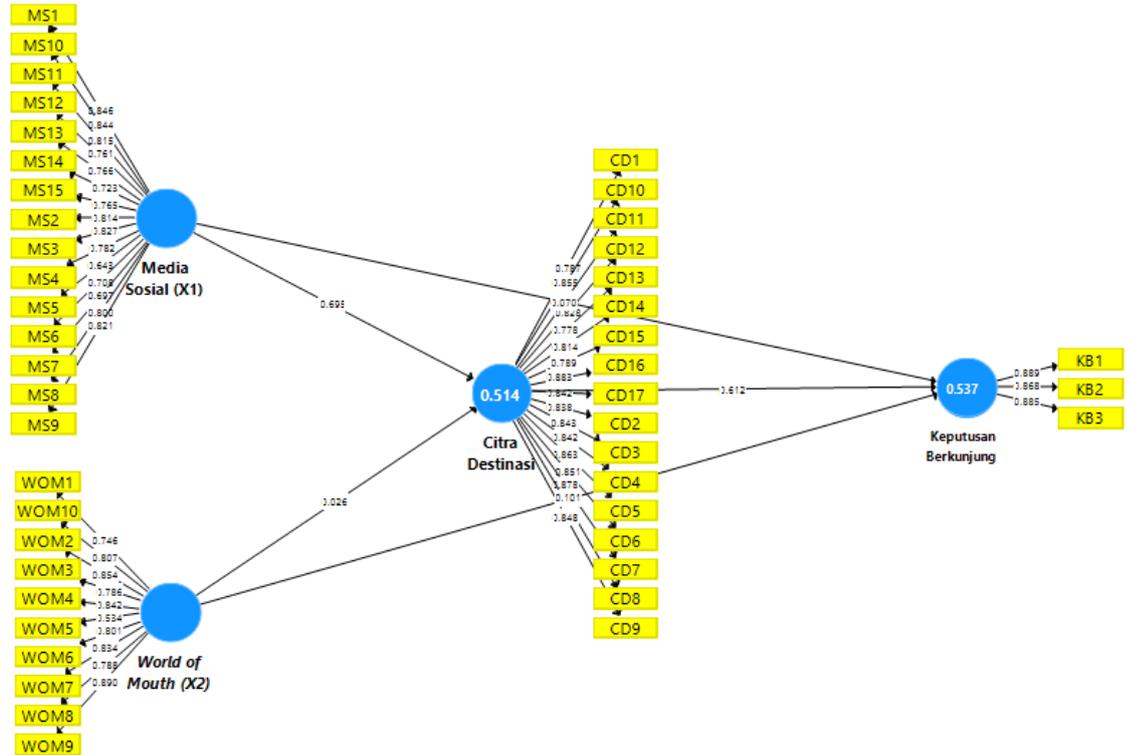

Figure 2. Variable Relationship Model

4. RESULTS AND DISCUSSION

4.1. Results

Descriptions of the characteristics of respondents to be presented below include: gender, age. Descriptive results indicate that in part respondent are women as many as 79 people or 52.7%, most respondents aged between 20-30 years as many as 104 or 69.3%.

The results of the hypothesis using PLS SEM are shown in the following order:

1. Model Conceptualization: Conceptualization models describe latent, exogenous, endogenous, mediating variables and indicators. This study consists of two exogenous latent variables, namely: Social Media and word of mouth. Endogenous latent variables are visiting decisions and mediating variables are destination images.
2. Convergent validity and Composite Reliability.

Table 1. Characteristics of Respondents

Respondents	Frequency	Percent (%)
Gender		
Male	71	47.3
Girl	79	52.7
Old		
17-20 years	34	22.7
20-30 years	104	69.3
30- <50 years	12	8.0

Table 2: Composite Reliability Analysis Results

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Destination Imagery	.973	.976	.702
Decision to Visit	.856	0.912	.776
Social media	.953	.958	0.602
World of Mouth	0.933	0.944	0.630

Based on table 2, it can be seen that the value of AVE (Average Variance Extracted) of all variables> 0.5, thus the results indicate that the convergent validity measurement model can be said to be valid. And it can also be seen from the value of Composite Reliability above 0.6 and Cronbach's Alpha values above 0.7, thus these results indicate that each research variable meets the criteria so that it can be concluded that the overall variable is said to be reliable.

Table 3. The results of the analysis of R-Square

	R Square	Adjusted R Square
Destination Imagery	0.514	0.507
Decision to Visit	0.537	0.528

In the table above this research can be seen that R2 of destination image of 0.514 means that social media and world of mouth can explain the destination image variable of 51.4% while the remaining 48.6% is explained by other variables beyond those examined in this study. R2 of working decisions is 0.537, which means that social media and world of mouth can explain the visiting decision variable of 53.7%, the remaining 46.3% is explained by other variables beyond those examined in this study.

4.2. Hypothesis test

Hypothesis testing is done to see and know the direct effect, indirect effect and the total effect between variables. This test is carried out by operating bootstrapping on the SmartPls 3.0 program so that the relationship between exogenous variables and endogenous variables is obtained. Hypothesis testing is done by looking at the p-value generated by the Inner model.
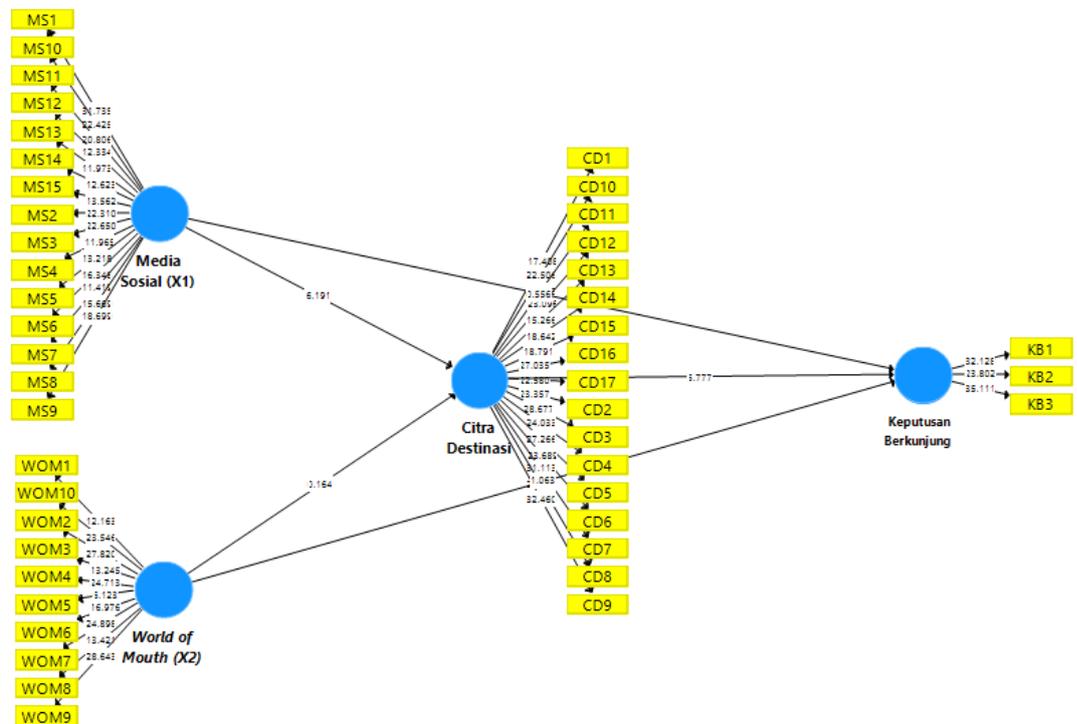
Figure 3. Results

Table 4. Results of Inner Model Analysis

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (I O / STDEV I)	P Values
Destination Image -> Visiting Decision (Y)	0.612	0.601	.106	5,777	**0,000**
Social Media (X1) -> Destination Image	0.695	.709	0.112	6,191	**0,000**
Social Media (X1) -> Visiting Decision (Y)	0.070	0.070	0.126	0.556	**0.579**
World of Mouth (X2) -> Destination Imagery	0.026	0.018	.161	.164	**0.870**
World of Mouth (X2) -> Visiting Decision (Y) _	.101	.115	0.095	1,063	**0.288**

The test results show the direct effect of the destination image on the decision to visit has a p-value of 0,000 <0.05, so the relationship is significant. Thus the destination image has a significant effect on the decision to visit. Testing the hypothesis of the effect of social media on destination images has a p-value of 0,000 <0.05, so the relationship is significant. Thus the social

media has a significant effect on the image of the destination. Testing the hypothesis of the influence of social media on visiting decisions has p-value of 0.579> 0.05, so the relationship is not significant. Thus social media has no significant effect on visiting decisions. Testing the hypothesis of the effect of world of mouth on destination images has a p-value of 0.870> 0.05,

so the relationship is not significant. Thus the world of mouth does not significantly influence the image of the destination. Testing the hypothesis of the influence of the world of mouth on visiting decisions has a p-value of 0.288> 0.05, so the relationship is not significant. Thus the world of mouth has no significant effect on visiting decisions.

5. DISCUSSION

This study shows that social media and wom have a positive and significant effect on the image of the destination and its impact on visiting decisions. This is in line with researchSujin Song (2016) overall, this study shows that social media plays an mportant role in the pre-purchase stage of the service process that support customer purchasing decisions. This study also examined the direct influence of destination images on visiting decisions, where the results of the study had a positive and significant effect. This study is in line with the research of Jalilvand and Samiei (2012b, c) report that tourist attitudes toward Islamic destinations are the main determinants in making decisions to travel to these destinations.

6. CONCLUSION

a. The analysis showed that social media has a positive and significant effect on the destination's image in tourist destinations in the city of Padang.
b. The analysis shows that world of mouth has no significant effect on destination iage in tourist destinations in the city of Padang.
c. The analysis showed social media has no significant effect on visiting decisions tourist destinations in the city of Padang.
d. The analysis showed that world of mouth has no significant effect on visiting decisions tourist destinations in the city of Padang.
e. The analysis shows that the destination image has a significant effect on visiting decisions
To visit tourist destination in the city of Padang.

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